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ABSTRACT

Some 100 junior colleges responded to a questionnaire designed and administered by Harcum Junior College (Pennsylvania) regarding their use of "field" admissions representatives. Responses were categorized according to an institution's enrollment size--less than 500; between 500 and 1,000; and over 1,000--and then summarized for the schools as a whole. The summary information included the following results: (1) 46 of the institutions employ predominantly off-campus field representatives; (2) an average of one or two representatives are employed both full- and part-time, except for only part-timers at the 500-1,000 enrollment schools; (3) 77 of the employing schools find this arrangement satisfactory; and (4) 26 of the schools indicated delegation of admissions authority. Other comments, grouped by enrollment category, are also reported. (JO)

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EMPLOYMENT OF "FIELD" ADMISSIONS PERSONNEL AMONG JUNIOR COLLEGES

1. During the summer of 1970, questionnaires were mailed to some 140 Junior Colleges throughout the country inviting them to complete a brief questionnaire relating to their practices in the employment of 'field' admissions personnel. Some 100 or 71 o/o responded and their responses are summarized in the following statements which appeared in the questionnaire. There were 66 respondents with enrollments less than 500; with 26 having enrollments 500 to 1000; and 8 with enrollments of 1000 and more. See percentages reported are rounded-off to the nearest whole number.

2. In addition to your on-campus admissions staff, do you employ 'field' admissions representatives who are predominantly off-campus visiting high school?

Answers / Categories	Yes	No
Total	46 o/o	54 o/o
Less than 500 enrollment	45 o/o	55 o/o
500-1000 enrollment	58 o/o	42 o/o
Over 1000 enrollment	13 o/o	87 o/o

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INFORMATION

a) Approximately half of the sample do employ predominantly off-campus personnel.

b) The highest percentage employing such personnel are those with enrollments in the 500-1000 range.

3. How many full-time and/or part-time field representatives do you employ?

Answers / Categories	Average Number of Reps	
	Full-time	Part-time
Total	1.1	1.3
Less than 500 enrollment	1.3	1.5
500-1000 enrollment	1.3	.8
Over 1000 enrollment	0	1.5

a) With the exception of part-timers at 500-1000 enrollment schools, an average of less than 2 and more than 1 are employed, both full-timers and part-timers.

4. The full-time and/or part-time field representatives, grouped by enrollment categories, and their response to the question, "Do you consider this arrangement - unsatisfactory, - satisfactory, - very satisfactory?", were:

Enrollments / Evaluations	Less than 500	500-1000	Over 1000	All Combined
Unsatisfactory	22 o/o	25 o/o	-	23 o/o
Satisfactory	71 o/o	58 o/o	70 o/o	66 o/o
Very Satisfactory	7 o/o	17 o/o	30 o/o	11 o/o

a) A substantial majority (77 o/o) consider their present staffing ratios satisfactory or better, less than one-quarter in each enrollment grouping considering their staffing arrangements unsatisfactory.

5. Are your 'field' representatives authorized to 'commit' your college to an admissions acceptance?

Answers / Categories	Yes	No
Total	26 o/o	74 o/o
Less than 500 enrollment	26 o/o	74 o/o
500-1000 enrollment	21 o/o	79 o/o
Over 1000 enrollment	70 o/o	30 o/o

a) There is little delegation of admissions commitments to field personnel; only 26 out of 100.

6. Other comments (grouped by enrollment categories)

Less than 500

(1) "Field Representative" home base is at the campus.

(2) The independent colleges (we) are pressed more and more into recruitment competition.

(3) Field representatives make recommendations.

(4) Have been thinking of having alumnae to do this in areas we visit seldom - so far only volunteer alumnae.

(5) Aside from our Director of Student Recruitment we depend on contacts through Students, former students and Churches.

(6) A college can easily have too many college representatives working in the admissions office.

(7) Field representative is not receiving a salary. She is an alumnae volunteering her services a few days a week.

(8) These people (field representatives) are for information purposes only and the decisions are made in the office of admissions upon completion of file.

(9) Field representatives spend more time visiting individuals in homes than visiting high schools.

(10) Our director of admissions is also our only field representative. She visits area high schools and is authorized to accept applicants.

(11) The representative "calls" upon applicants as well as encourages potential applicants to apply for admission.

(12) Our president spends approximately half of his time in "field" recruitment.

<u>500-1000 enrollment</u>

(13) Do not approve of this type of individual colleges should employ well qualified professional people.

(14) The Admissions Office has the final word as to who is admitted. Credentials must be in order, etc.

(15) 90 o/o of travel by director and maximum travel from Sept. 15-Dec. 15.

(16) The competition from 4-year colleges in recruiting is tremendous.

(17) Faculty members make speeches at schools and answer admissions questions. Registrar and staff participate in "Career Days". Charter bus trips to this institution are encouraged. We mail a lot.

<u>1000 and over</u>

(18) We have no dormitories so that all recruiting is local and handled by admissions officers.

In summary then - some 46 o/o of this 100 sample of Junior Colleges do employ 'field' admissions personnel. They employ an average of about 1 full-time and 1 part-time field representative. A considerable majority (77 o/o) find their present stopping acceptance. Approximately three-quarters (74 o/o) do not authorize their field representatives to commit the college to an admissions acceptance.

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